



Jewelry Jewelry

“A Canadian Girl’s Best Friend” “Diamonds are Forever” “Right Hand Rings”

The successes of such marketing initiatives are apparent in the Canadian landscape as Canadians have the highest diamond engagement ring acquisition rate in the world at 85 percent.

- ◆ The jewelry market is broken into two retail categories; fine jewelry (with precious metals and gems) and costume jewelry.
- ◆ The Canadian jewelry market has hit or exceeded projected growth expectations for the previous three years.
- ◆ Primary purchasers of both fine and costume jewelry are females between the ages of 20 and 50.

Costume Jewelry

- ◆ Young females are the primary purchasers of costume jewelry.
- ◆ Individual pieces of such jewelry are lower than fine jewelry, but more pieces are purchased leading to greater net sales.

Fine Jewelry

- ◆ As the DeBeers marketing scheme for “Right Hand Rings” has gained popularity, there has been a slight change in the demographic of those that purchase fine jewelry.
- ◆ Careful deliberation regarding the style and cut are made when purchasing a piece of fine jewelry, due to the large financial investment.

Costume Jewelry Trends

- ◆ The Canadian production of costume jewelry is on the decline, and approximately 90 percent of the demand is met by imports – the U.S. supplies between 35 and 40 percent of this demand.
- ◆ Costume jewelry is currently affected by the popularity of estate/antique jewelry, “art deco”/retro styles of jewelry and tiara and cameos.

Fine Jewelry Market Watch

- ◆ Retailers have seen a dramatic increase in the demand for uniquely colored precious stones.
- ◆ The proximity between Canada and the U.S. generates similar demands for style.

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We hope that you find this information useful. If you would like further information, please contact Commercial Specialist Lucy.Latka@mail.doc.gov, or at (613) 688-5219.

CONTACT US

Market Tidbit

- ◆ *U.S. companies interested in conducting business in this Canadian market should be aware that jewelry in Canada is spelt in the traditional British fashion ~ jewellery.*
- ◆ *Canadian excise tax on jewelry imports is being repealed at 2 percent each year and will be eliminated by 2009.*